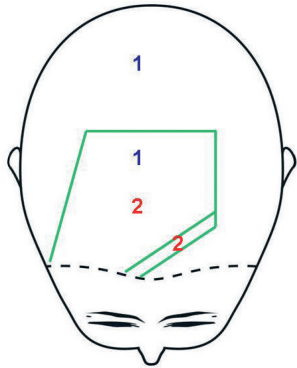


The '40s-inspired shapes, ignited by sizzling red and copper hues, are standouts in the new **Essential Looks Colour Burst Collection** from **Schwarzkopf Professional**. As it does each year, the collection identifies four key trends, then presents catwalk and salon versions of each to inspire stylists and provide real options for clients. Here, the catwalk version from the '40s Retro trend features an easy-to-execute color fusing technique that complements any texture—curly, straight or in-between.

'40s retro red



color sectioning

Create a trapezium section extending from the shorter side of the haircut from the corner of the eye through the crown. The longer side will sit just above the temple area.



application

1. Isolate the top section. Apply Formula A to the bottom section, scalp to ends.
2. Complete the bottom section application as shown.
3. Release a subsection along the parting of the top section and place it on foil. Apply Formula A from regrowth, 3 to 4 inches along the midshaft. Apply Formula B to the remaining midlengths and ends. Feather the formulas to blend.
4. Continue working up the head in this manner until you reach the top center of the head.
5. Proceed to the shorter side. Here, apply Formula A 2 inches from the regrowth, and apply Formula B to remaining strands.
6. Apply Formula A scalp to ends on the final fringe section as shown.
7. Process 45 minutes and remove.



Schwarzkopf Professional color formulas

formula a (base color): ESSENSITY Non-Ammonia Permanent Color Cream 20g 5-87 + 20g 5-7 + 80g 5.5%/18-volume ESSENSITY Activating Lotion

formula b: ESSENSITY 30g 7-77 + 10g 7-87 + 80g 8.5%/28-volume ESSENSITY Activating Lotion



get the product!

ESSENSITY NON-AMMONIA Permanent Color Cream is the perfect choice for clients who want an alternative haircolor formula without compromising lift and vibrancy.



who did it

haircolor: Leslie Lawson, Schwarzkopf Professional Global Ambassador

hair: Tyler Johnston, Schwarzkopf Professional Global Ambassador

creative direction: Steve Hogan

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photography: Colin Roy

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styling: Jelena Schneider

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